

A LETTER FROM THE PUBLISHER



The visit to India by the biggest ever U.S. government-led business development mission is a powerful symbol and a practical step forward from the commitments President George W. Bush and Prime Minister Manmohan Singh made in March to develop increased business partnerships between India and the United States. The U.S. government is enthusiastic about the possibilities for increased trade and business between our two countries and is spreading that enthusiasm among American business leaders, particularly in small- and medium-sized companies that may not have looked at India before.

As some 200 of these leaders visit India, SPAN celebrates the excitement of new opportunities and challenges in our cover package. In an interview with SPAN from Washington just before arriving with the delegation, Under Secretary for International Trade Franklin L. Lavin says American firms are eager to work with Indian partners and get practical answers to practical questions.

Our showcase story on American Cars by Erica L. Nelson is the tale of American businesses' "can-do" spirit—trying to build the products that Indians want, suffering setbacks and trying again with greater success. Some American cars are almost wholly Indian-made now, and U.S. factories in India are moving into exports, a prime example of how open trade means "growth for both."

Protection of intellectual property—whether it is art, software or a new consumer product—is another key to encouraging business expansion. Dominic Keating, the American Embassy's first Intellectual Property Rights Attaché, explains different ways of encouraging innovation while protecting inventors' rights. His argument is part of SPAN's first "point-counterpoint," presenting two opposing views on the same issue. Please write to us with your views on this subject and be among the first readers to have letters published in SPAN, in our January-February issue and on our Web site.

Have you ever heard the expression: "As American as apple pie?" If you noticed a fragrance when you opened this magazine, well, that's also a first for SPAN. During this season of holidays and feasts, we wanted to share with you, if not the taste, at least the smell of this all-American dish. Turn to page 31 and enjoy a non-caloric treat as Americans celebrate Thanksgiving.

Larry Schwartz

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Front cover: A 1935 Buick limousine. Photograph by Sebastian John.

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Cover Package

C O N T E N T S

- 2 *Growth for Both By Laurinda Keys Long
- 3 *Indian and American Firms Eager to Work Together
Interview: Under Secretary for International Trade Franklin L. Lavin
- 4 *Ford in Faridabad, Chevy in Chhattisgarh By Erica L. Nelson
- 8 *American Classic Cars By Erica L. Nelson
- 10 *Corporate Excellence
- 13 Not a Word By Henry Alford
- SPAN'S FIRST POINT-COUNTERPOINT**
- 14 *Flexible Rights That Create Wealth for All
By Dominic Keating
- 15 Does Theft Serve Art? By Lawrence Lessig
- 16 *IPR is as Important for India as Infrastructure
Interview: Deputy U.S. Trade Representative Karan Bhatia
- 20 The Decline of Brands By James Surowiecki

- 25 *Preserving Cultural Heritage By Ranjita Biswas
- 28 Let's Talk Turkey By Ralph Kinney Bennett
Enjoy the Fragrance of Apple Pie
- 33 Christmas Music from Space By Owen Edwards
- 34 *Cosmic Challenges By Deepanjali Kakati
- 36 **Health** The Cutting Edge By Bruce Goldfarb
- 38 *American Surgical Robot in New Delhi By Giriraj Agarwal
- 39 On the Lighter Side
- 40 **Travel** Alaska: An Ice Day for a Hike By Nancy Shute
- 42 *Building Homes and Memories Together
By Sumedha Raikar-Mhatre and Christine Dal Bello



Holidays



Courtesy Ashra for Education

Pursuing Knowledge

- 46 *Asha for Education By Smita Jain
- 49 **Book Review** The Man Behind the Microchip
By Roger Lowenstein
- 50 *Indian American Author Discusses Writing,
Living in the United States
- 52 *Fulbright Program Celebrates 60 Years of
Educational Exchanges By Laurinda Keys Long
- 54 *American Library in New Delhi Celebrates
60 Years By Ranjana Bhatnagar
- 55 *"Partitions" Explores Spirit of Indian, Pakistani Art
By Lea Terhune
- 59 ***Spotlight:** Kabir Sen By Ashish Kumar Sen

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